

How to Use Start-ups to Disseminate FL Discoveries & Inventions

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**HOW TO USE START-UPS
TO DISSEMINATE FL IP**

When to use a
SU

Nature of IP

Available SU
resources

Supporting the
SU

How to use a
SU

Protecting your
FL

When to use a SU

What are the alternatives?

License entire IP to established co.

Fractional license to established co.

When to use a SU

What are the alternatives?

License to joint venture of
established co. and SU

When to use a SU

What are the alternatives?

Don't license

When to use a SU

A SU is better than the alternatives

When to use a SU

A SU is better than the alternatives

A SU is no better than the alternatives

When to use a SU

Nature of IP

How close to commercial
deployment?

When to use a SU

Nature of IP

How close to commercial
deployment?

What steps are needed?

When to use a SU

Nature of IP

What resources does a SU need to get through the steps to commercial deployment?

When to use a SU

Nature of IP

If a SU can't get to full commercial deployment, can it move the IP to a success post?

When to use a SU

Nature of IP

Can the IP be exploited to produce a sufficient return to a SU?

When to use a SU

Available SU resources

When to use a SU

Available SU resources

Do they match what a SU needs to get to commercial deployment or a success post?

When to use a SU

Available SU resources

Internal to the SU

External to the SU

When to use a SU

Available SU resources

Technical capabilities

When to use a SU

Available SU resources

Technical capabilities

Financial capabilities

When to use a SU

Available SU resources

Managerial capabilities

When to use a SU

Available SU resources

Managerial capabilities

Commitment

Supporting a SU

Supporting a SU

Technical support

How much do they need?

Supporting a SU

Technical support

How much do they need?

What / how much can you do?

Supporting a SU

Financial support

Supporting a SU

Financial support

None

Supporting a SU

Financial support

Terms of the license as a financing device

Supporting a SU

Managerial support

Supporting a SU

Managerial support

None

Supporting a SU

Managerial support

Indirect:

Connections

Shared / incubator-like services

Supporting a SU

Make sure they have the IP they need
to practice / commercialize the invention

Protecting your FL

Protecting your FL

Don't license for wrong reasons

Protecting your FL

Don't license for wrong reasons

Can't find a stronger licensee

Protecting your FL

Don't license for wrong reasons

Can't find a stronger licensee

Fulfill small business mission

Protecting your FL

Don't license for wrong reasons

Harry and Sally really want to do it

Protecting your FL

Start with a contingent deal

Protecting your FL

Start with a contingent deal

Assembling the right team

Protecting your FL

Start with a contingent deal

Assembling the right team

Assembling all the needed IP

Protecting your FL

Start with a contingent deal

Assembling the right team

Assembling all the needed IP

Assembling the financing

Protecting your FL

Do reasonable due diligence on

The team

The needed IP

The financing

Protecting your FL

Design the deal for success / failure

Protecting your FL

Design the deal for success / failure

Milestones

Protecting your FL

Design the deal for success / failure

Milestones

Rights to information

Protecting your FL

Design the deal for success / failure

Milestones

Rights to information

Early rights to retrieve IP

Protecting your FL

Mindsets

You want to see your IP deployed

Your IP is valuable

Your IP is a valuable contribution to the SU

Protecting your FL

Mindsets

You are in some ways similar to the money investor / in some ways are providing a more unique contribution

Protecting your FL

Mindsets

Think like an investor

Protecting your FL

Mindsets

Think like an investor

Protect your investment

Protecting your FL

Mindsets

You are in some ways a trustee of
the IP

Protecting your FL

Mindsets

Think like a trustee

Protecting your FL

Mindsets

Think like a trustee

Protect your investment

Maximum \$ return is not sole objective

Thank you